

Entrepreneurial Skills Training

This is a series of fully-funded workshops to help you innovate and grow your business to its potential. The workshops will show you the tools and techniques that entrepreneurs use to develop effective high growth business models and help you apply them to your own business. Research shows that enhancing your 'core business competencies' can accelerate your growth. If you're a business with ambition and capacity for high growth, these workshops have been specifically designed to help you.

<p>Defining Your Value Proposition 14 October 2015</p> <p>This workshop will help participants to articulate, test and evaluate their value proposition and wider business model using the business model canvas.</p>	<p>Developing Your Business Model 21 October 2015</p> <p>This workshop allows further development of the business model to include competition, customer segments, routes to market and partnerships.</p>
<p>Testing and Refining Your Business Model 03 November 2015</p> <p>This workshop illustrates how to test, evaluate and refine the business model through financial modelling. Also to consider key assets and resources needed.</p>	<p>Building, Managing and Leading Winning Teams 25 November 2015</p> <p>This workshop considers current best practice in creating people centred models and creative leadership in order to plan for executing business critical activities.</p>
<p>Strategic Marketing 01 December 2015</p> <p>This workshop looks at devising a strategic marketing plan that includes a wide range of tactics to achieve success from brand development to PR.</p>	<p>Access to Finance for Growth 09 December 2015</p> <p>This workshop gives SMEs the skills and information necessary to be able to acquire the necessary funding and finance at any time in their growth journey.</p>
<p>Pricing Strategy and Tactics 13 January 2016</p> <p>In this workshop participants will explore pricing strategy basics, as well as, how pricing mechanisms can be used to create innovative business models.</p>	<p>Sales and Negotiation for Growth 27 January 2016</p> <p>This workshop equips entrepreneurs with the skills they need to effectively close sales for their products and services with a focus on face-to-face interaction.</p>
<p>Financial Management for Growth 10 February 2016</p> <p>This workshop will introduce the basics of financial management and financial strategies for planning and creating value within business.</p>	<p>Web Fuelled Business 23 February 2016</p> <p>In this workshop delegates will learn how to weave the web into every aspect of their business and how to ensure it serves to aid the business growth.</p>
<p>Organisational Strategy for Transition 03 March 2016</p> <p>In this workshop participants will explore further management and organisational theories that compliment business model generation.</p>	<p>Managing and Mitigating Risk 09 March 2016</p> <p>In this workshop participants will identify the potential risks and legal requirements of every aspect of their business and learn to work with legal professionals with confidence.</p>

The first three workshops (conducted over three separate dates) have a focus on business modelling, defining the value proposition and providing an opportunity to conduct a detailed analysis of the current model and how it could be developed and improved. These are a foundation to be completed together, and all further workshops can be attended separately.

Costs & Further Information

- Apart from participants' time and travel, the service is free to participating companies
- For further information call 0755 742 5500 or email innovation@cad.coventry.ac.uk

